

WHAT IS CLAIMED IS:

1. An advertisement distribution system comprising

5 a storage means for storing, as distribution data in a plurality of types, both or one of music data including a specific musical piece combined with an advertising message and image data including a specific image combined with at least one of an advertising image and an advertising message, and

10 a transmission means for transmitting the type of the distribution data stored in the storage means to a user terminal via a predetermined communication line, and at the request of a user inputted from the user terminal via the communication line, extracting the distribution data selected by the user from the storage means to transmit to the user terminal via the communication line.

20 2. The advertisement distribution system as set forth in claim 1, wherein said music data or image data are constituted such that said advertising message or advertising image is disposed at least one of just before and after the specific musical piece or specific image, respectively.

25 3. The advertisement distribution system as set forth in claim 1, wherein said music data or image data are digitized,

and constituted such that said advertising message or advertising image overlaps at least one of the first part and the last part of the specific musical piece or specific image, respectively.

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4. The advertisement distribution system as set forth in claim 1, wherein said advertising message or advertising image can be separated from said specific musical piece or specific image, respectively.

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5. The advertisement distribution system as set forth in claim 4, wherein said advertising message or advertising image is automatically separated from said specific musical piece or specific image after said music data or image data have been played predetermined times.

6. The advertisement distribution system as set forth in claim 5, wherein

when said music data are transferred or copied from said user terminal to another terminal, the music data are transferred or copied with said advertising message combined, or with said specific musical piece unplayable, and

when said image data are transferred or copied from said user terminal to another terminal, the image data are transferred or copied with at least one of said advertising

message and advertising image combined, or with said specific image unplayable.

7. The advertisement distribution system as set forth  
5 in claim 6, wherein

when said music data or image data are transferred or copied from said user terminal to another terminal, they are locked so that they cannot be played, and

10 by entering a predetermined password transmitted from the advertisement distribution system on a predetermined condition, the music data or image data are unlocked.

8. The advertisement distribution system as set forth  
15 in claim 1 further comprising

a detection means for detecting positional information of said user terminal,

20 wherein said transmission means transmits the type and an acquisition method of the distribution data to the user terminal detected by the detection means, and then, to the user terminal requesting acquisition of the distribution data according to the acquisition method, transmits the distribution data on a predetermined condition.